

THE TRANSPORTATION LINK



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May 2002



Sean M. Moss
Director of the
Office of Small and
Disadvantaged
Business Utilization

Each year in our May edition we request your feedback as our valued customers on products and services we have provided over the last year under our four lines of business: Advocacy, Outreach, Financial Services and Organizational Excellence.

To help us to better serve you, we are asking you to fill out brief Customer Feedback Request in this newsletter. You can fill it out electronically on our web site at <http://osdbuweb.dot.gov/about/feedback/feedbackjf.html> or you can fax the completed Customer Feedback Request from this newsletter to us at (703) 848-0804.

Your feedback helps us to understand your needs as our customers and renew our commitment to assisting you to become successful and win transportation-related contracts. We value your comments, so please take a few minutes to share your thoughts with us.

In recognition of Asian Pacific American Heritage Month, we are featuring I.M. Systems Group (IMSG) as our success story and the Asian Pacific American Institute for Congressional Studies (APAICS). We hope you will take the time this month to reflect on the contributions of Asian Pacific Americans to our country's heritage.

Gaining Insight and Improving Results through Customer Service

Customer Satisfaction is a priority at the U.S. Department of Transportation (DOT). The Department has cultivated relationships with many transportation communities of interest: the small, women-owned and disadvantaged business community; state and local governments; international governments and organizations; the diverse transportation industry; the national security community; safety, health, and environmental advocates; and the public. You are the customers of DOT and the OSDBU is committed to improving your satisfaction with DOT's small business procurement process and OSDBU's products and services. Our goal is to learn more about your expectations and needs, and improve the delivery of OSDBU's products and services.



At the Office of Small and Disadvantaged Business Utilization (OSDBU), we remain committed to providing the highest level of customer service available anywhere in the federal government and achieving the mission of our office, "To promote customer satisfaction through successful partnerships that result in an inclusive and effective small business procurement process."

Our goal is to assist DOT's small business customers compete for, and win, transportation-related contracts. For this reason, OSDBU has developed and maintains several initiatives to serve our customers under OSDBU's four lines of business: Advocacy, Outreach, Financial Services, and Organizational Excellence.

National Information Clearinghouse (NIC)

OSDBU operates a National Information Clearinghouse (NIC). Customers can call toll-free at (800) 532-1169 and speak with a customer service representative. The representative will answer questions, help customers find information on the OSDBU web site, mail or fax pertinent documents, or refer customers to specialists for further assistance. The OSDBU customer service staff fields approximately 850 phone calls per month.



Calvin Toler
Customer Service
Representative

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OSDBU

Office of Small
and Disadvantaged
Business Utilization

wants to hear from you! Call us toll-free at 1 800 532-1169 with questions or comments about this newsletter or our web site. The Transportation Link's content may be reprinted without permission.

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OSDBU is proud of the level of service provided by the NIC. Customer service representatives respond to inquiries 9 – 5 Eastern Standard Time. Outside our normal business hours, customers can leave a message that will be responded to by the next business day.

OSDBU Small Business Specialists

Customers that require a specialist with the appropriate expertise are forwarded to one of the OSDBU Business Specialists. The Business Specialists provide information and counseling on issues such as: how to market DOT for contracting opportunities; how to become certified under the DOT Disadvantaged Business Enterprise (DBE) program; the basic procedures of the procurement process and government contracting; and points of contact at the Federal, state or local levels. Business Specialists also address specific inquiries concerning DOT's Bonding Assistance and Short Term Lending Programs, dispute resolution, and related topics. OSDBU Small Business Specialists remain committed to responding to inquiries within one business day.

OSDBU Web Site

The DOT OSDBU web site at <http://osdbuweb.dot.gov> continues to be the most comprehensive tool that OSDBU uses to provide information in a timely manner. Information on OSDBU programs, how to market DOT, how to access contracting opportunities,

legislative issues, outreach activities, and related web sites are all examples of the valuable information that can be accessed on the OSDBU web site. Visitors can also read or download issues of the OSDBU newsletter, *The Transportation Link*.

The OSDBU web site is maintained daily to provide our customers with 24 hour-a-day access to up-to-date information.

Fax On-Demand

The NIC toll-free number (800-532-1169) can also be used to access the OSDBU Fax On-Demand system. The Fax On-Demand system conveniently "walks" customers through requesting a directory of all documents that can be ordered, as well as requesting specific documents that meet their needs. Documents are faxed to the number specified 24-hours a day. This service is especially popular with businesses that have access to a fax machine, but may not have access to the Internet.

FAX On-Demand Catalogue		
CORE	DOCUMENT	
100	Catalogue of FAX On-Demand Documents (1)	113 Transportation Equity Act Model (TEAM) (1)
101	DOT Short-term Lending Program Fact Sheet (4)	114 DOT Disadvantaged Business Enterprise Program (2)
102	DOT Bonding Assistance Program Fact Sheet (2)	115 DOT DBE Program (2)
103	Short-term Lending Program Application (1)	
104	Bonding Program Application (32)	
105	The Transportation Link Current monthly newsletter (4, 6, or 8 pages depending upon issue)	
107	U.S. DOT Overview (1)	
108	OSDBU Overview (2)	
109	OSDBU Director's List (2)	
110	U.S. Government SBA Section 8(a) Program (2)	
111	DOT HQ Small Business Specialists (1)	
112	DOT HQ Simplified Acquisition Procedure Officials (1)	
		403 DBE-Paving the Road to Equal Opportunity (2)
		404 The New DOT DBE Rule is Narrowly Tailored (2)
		405 What's New in the New DOT DBE Rule (4)
		406 Questions pertaining to the DBE Program (7)
		407 DBE License and Certification Officers (8)

News-By-Email

OSDBU offers a News By E-Mail service as a means to disseminate information in a time sensitive manner. Customers can register at <http://osdbuweb.dot.gov/about/lists/lists.html> to receive notifications on any or all of the following news categories:

- DBE Announcements
- *Transportation Link* Announcements
- OSDBU News Announcements

- Outreach/Conference Announcements

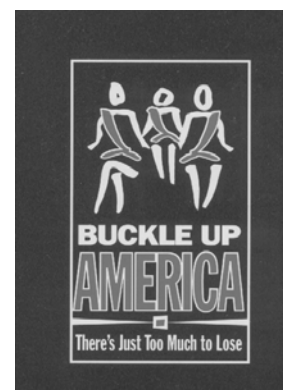
Feedback

OSDBU welcomes feedback! On the OSDBU web site there is a Feedback section at <http://osdbuweb.dot.gov/about/feedback.html> that allows OSDBU customers to provide comments on the products and services OSDBU provides. There is also a section where customers can e-mail comments directly to OSDBU.

Within DOT and OSDBU, we have a common management philosophy...to provide top-quality customer service. Thank you for working with the U.S. Department of Transportation!

For more information: please visit the DOT OSDBU web site at <http://osdbuweb.dot.gov>, call the NIC or Fax On-Demand system at (800) 532-1169, or contact OSDBU by fax at (202) 366-7538.

The OSDBU mailing address is: U.S. Department of Transportation Office of Small and Disadvantaged Business Utilization (OSDBU) 400 Seventh Street SW, Room 9414 Washington, DC 20590



I.M. Systems Group—Providing Quick and Effective Solutions is Key to Success

After spending over ten years as a business turnaround specialist for both public and private companies, Mr. Vance Y. Hum decided to apply his business expertise to other ventures. This decision fostered the 1987 birth of I. M. Systems Group, Inc. (IMSG). The initial focus of the Maryland-based 8(a)-certified company was the resolution of corporate and project performance issues. Mr. Hum describes this type of work as the provision of effective solutions for clients, implemented over very short periods of time.

In 1991, Mr. Hum started to move IMSG into the systems engineering arena as a result of experience Mr. Hum had working with another firm in this line of work. Slowly, IMSG gravitated to systems integration and then information technology integration. While working on a project at Wright-Patterson AFB in the early 1990's, IMSG was one of the frontrunners in developing what are now commonly referred to as knowledge management systems. IMSG has been able to successfully apply knowledge management systems to several of the projects the company has worked on. While Mr. Hum continues to expand the services that IMSG can provide, he emphasizes that project troubleshooting remains their core focus.

When asked what he thought was essential to the success of IMSG, Mr. Hum quickly answered that proper staffing is a major component. Mr. Hum hires what he calls "veterans of the business wars" i.e. experienced personnel necessary to provide the level of service expected by IMSG's clients. While Mr. Hum started out as the original, single employee at IMSG, he currently has a staff of sixty employees.

Mr. Hum explains that the senior management staff of IMSG is expected to "have the vision to see what could be – think creatively – and then see how it can be achieved." Having the energy to make it happen is also a part of the IMSG formula. The philosophy espoused by Mr. Hum is, "The company is the people – the people are the company."

The revenue of IMSG has grown from \$200,000 in their first year, to

U.S. Department of Transportation (DOT) Maritime Administration (MARAD). The MARAD work they were recognized for was performed on the first contract they received from DOT. This contract began as a small engineering support effort and was expanded to a variety of technical services.

IMSG has also had several opportunities to work as a prime contractor teaming with large companies such as CACI and Veridian. These have

been successful relationships that Mr. Hum would like his company to participate in more in the future.

Not long ago, IMSG was awarded a project for the newly created U.S. DOT Transportation Security Administration (TSA) through the Maritime Administration. This work has involved the design and support of an Internet-based Port Security Grant system. This was a very concentrated effort in terms of the brief amount of time allotted for

completion of project milestones. IMSG exceeded the clients' expectations successfully meeting all requirements.

When asked what advice he would offer others in the small business world, Mr. Hum states emphatically that leadership and perseverance are the two elements that he thinks are instrumental in achieving success. IMSG is certainly an example of that!



Secretary Mineta, Vance Hum, Bruce Calton (MARAD)

between \$3-5 million currently.

IMSG is an ISO 9001 company, an accreditation that Mr. Hum is understandably proud of. The company completed the requirements for this certification in a record time of nine months through a Small Business Administration (SBA) pilot program. Mr. Hum credits the loyalty of his staff as a vital element in accomplishing this goal. He also feels that the benefit of the experience he personally had under the training of Dr. W. Edwards Deming (widely considered to be the founder of quality management principles) was instrumental in forming IMSG's quality philosophy.

IMSG was recently awarded the 2001 Minority Business Enterprise Development (MED Week) award by the

For more information, you can contact IMSG by phone at (301) 942-4152, by fax at (301) 942-0504, e-mail them at humv@img.com, or visit their web site at <http://www.img.com>

FirstGov.gov Redesign

Vice President Dick Cheney recently launched the redesigned FirstGov.gov web site. FirstGov.gov is the U.S. Government's official Internet portal. The redesigned site focuses on gateways for citizens, businesses, and government...and features on-line transactions.

President Bush has called FirstGov "the front door to my Administration's e-government initiative to make government more accessible to all Americans." GSA Administrator Stephen A. Perry described the FirstGov redesign, "significant progress in harnessing the power of technology to improve citizens interaction with their government."

During the first year, there were 50 million hits on the FirstGov web site. Many customers provided feedback on what they liked and what they didn't. The redesign was based on these comments.

The primary change is that three separate gateways were established for customers that represent FirstGov.gov's most frequent visitors: Citizens, Businesses, and Government Employees. Within each gateway it is easier to locate the transactions, services, and information most associated with that customer group.

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Asian Pacific American Institute for Congressional Studies

The Asian Pacific American Institute for Congressional Studies (APAICS) was formed to build a politically empowered Asian Pacific American (APA) population, to be the political pipeline for Asian Pacific Americans to enter and advance into elected office, and to act as a resource to Congress about the APA community.

APAICS currently has the following programs in place to further their mission:

- The Leadership Academy for Asian Pacific American Elected Officials
- Political Education Conference
- Anheuser-Busch/Horton Fellowship Program
- Daniel K. Inouye Fellowship Program
- Summer Internship Program
- Year-Round Internships

In the future, APAICS plans to develop the capacity to serve as a national clearinghouse of vital information about Asian Pacific Americans, to establish a policy analysis staff to track issues in national policy debates, and to hold public policy forums in major cities around the country. APAICS enhances and supports the work of existing community organizations and advocacy groups by pooling policy expertise and timely, accurate information on issues of interest to the Asian Pacific American community.

Secretary of Transportation, Norman Y. Mineta, is a former Chairman of APAICS.



For more information on APAICS, you can view their web site at <http://www.apaics.org>, call them at (202) 296-9200, or e-mail them at apaics@apaics.org.

Please help us help you!

In this edition of the Transportation Link, we have included a brief customer feedback request designed to assist us in providing the very best service to you, our valued customer.

You may fax your completed customer feedback request to us at (703) 848-0804 or, for your convenience, you can fill it out and submit it electronically in the Feedback section of the OSDBU web site at <http://osdbuweb.dot.gov/about/feedback.html>.

It will just take a couple of minutes and the information you provide will help us evaluate our current OSDBU products and services and plan what we will offer in the future.

We value your comments!



CUSTOMER FEEDBACK

Communication With the National Information Clearinghouse (NIC)

1. Where did you hear about the National Information Clearinghouse? (check answers)

Web Site ☐ Marketplace ☐ Conferences ☐ DOT ☐ State DOT ☐ Newsletter ☐
Workshops ☐ White Pages ☐ SCORE ☐ Other Federal Agencies ☐ Other ☐

	Yes	No	N/A
2. The NIC was easily accessible through the toll free number (800-532-1169).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I received courteous service from the NIC representative.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. The NIC representative was able to answer my questions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. The NIC representative forwarded me to staff who could answer my questions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. The NIC representative sent the requested materials within 3 business days.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Overall, the NIC representative provided me with timely and courteous service.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Use of Electronic Media

8. I found the information I needed on the OSDBU web site.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. I use the web site _____ times per month. (Please insert number)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. The web site is user friendly/easy to use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. The News By E-Mail service provides me with useful information.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Information from the Fax-On-Demand service has been helpful.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. The Fax-On-Demand system is user friendly/easy to use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Communication With the OSDBU Business Specialist.

14. The Business Specialist was able to answer my questions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. The OSDBU programs were explained to me clearly by the Business Specialist.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. If the Business Specialist was not immediately available, they returned my call within one business day.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. The Business Specialist was courteous.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Your Experience With Written Our Materials.

18. The <i>Transportation Link</i> newsletter provides me with valuable information that is pertinent to my business needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19. The <i>Marketing Information Package</i> contains information that is helpful in my efforts to market my small business within DOT.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20. The <i>Procurement Forecast</i> provides me with useful contract information.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21. Other written materials supplied by the OSDBU office assists me in my efforts to participate in transportation-related contracting opportunities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Results

22. Did the information provided assist your firm win a prime or subcontract award at the federal, state or local level?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23. If yes, please advise the dollar amount of the contract _____ (Please insert number).			

Comments and Suggestions

You can also fill this customer feedback request out and submit it electronically on the OSDBU website at: <http://osdbuweb.dot.gov/about/feedback/feedbackjf.html>
or Fax it back to us at (703) 848-0804.

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With FirstGov, citizens no longer need to know the name of the government agency or department to find what they are looking for. If customers prefer to search for information and services, the First Gov search engine takes them directly to the information they need.

The Business Gateway leads customers to the following:

- Online e-Services for Businesses
- Business Development
- Financial Assistance
- Buying from the Government
- Selling to the Government
- Taxes
- Laws and Regulations
- International Trade
- Workplace Issues
- Frequently asked Questions
- Find Services Near You

FirstGov.gov is an interagency initiative managed by the U.S. General Services Administration.



CALENDAR OF EVENTS FOR May/June/July 2002

DATE	EVENT	CONTACT
May 15-19	7th Annual Black Enterprise Entrepreneurs Conference Nashville, TN	(800) 543-6786 http://www.blackenterprise.com/S0/BEEEvents.asp
May 19-22	Department of Energy 3rd Annual Small Business Conference Orlando, FL	Myrna Turturro (202) 586-4676 myrna.turturro@hq.doe.gov http://www.smallbusiness-outreach.doe.gov/annual/
June 8-11	18th Annual AMAC/FAA Business Diversity Conference Atlanta, GA	(703) 379-5701 amac.one@verizon.net http://www.c-concepts.net/amac/
June 19-22	NAMC Annual Conference National Association of Minority Contractors Baltimore, MD	Dellanor Young (202) 347-8259 coreda@namconline.org http://www.namconline.org
June 21-23	NWBOC Procurement Fair National Association of Women Business Owners Salt Lake City, Utah	http://www.nawbo.org
July 27-31	2002 National Urban League Conference Los Angeles, CA	http://www.nul.org/2002conf/information.asp

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